

**Fine & Country extends its support for licensees for another three months, while pushing the accelerator on its advertising strategy**

Fine & Country has announced to its network that it will be extending the discount on its licence fee for an additional three months until the end of September to further support licensees as we ease out of lockdown and the market gains momentum.

According to newly appointed MD of Fine & Country UK, Nicky Stevenson, while there has been a surge of activity since the property market reopened, it will take licensees a few months to start seeing revenue pick up as property transactions proceed. “We want to continue to support our network and ensure that they have the tools and resources they need to get their business back to full capacity. As a brand initially, we reduced our licensee fee across the network for a three-month period but did say that we would review it at the end of that period. To ensure that the network is in the best possible position moving forward we have made the decision to carry on the discounted rate until the end of September,” she adds.

“Although enquiry levels and activity in the market is high, many offices are still benefiting from financial measures the Government has put in place to assist businesses during the pandemic. As offices once again take on a higher percentage of the staffing cost and adjust to the new normal, they will require support, at least in the short term. We will continue to deliver on technical innovation and award-winning marketing to ensure our licensees get the support they need,” says Stevenson.

She notes that during the discounted fee extension period, Fine & Country will offer further support to the network by starting to increase its national advertising spend.

Emilie Despois, Head of Marketing at Fine & Country, says: “Many businesses would have reduced their advertising spend during this time, which means that now is the opportune time to start promoting the brand and increasing Fine & Country visibility in the market once again. Brands that advertise during hard times are generally the ones that come out of crisis more successfully and stronger.”

Despois says starting this month Fine & Country will increase its advertising spend to make the most of the current high levels of activity in the market. She adds that over the next three months the brand will upweight its marketing spend, with increased emphasis on digital advertising.

“Now that lockdown has been relaxed and people are looking for their next move, it is time to step up our advertising strategy to support our licensees in reaching new customers,” says Despois. “While our campaigns will be in print and online publications, we will be strategically focusing on increasing our presence on digital platforms to align with consumer behaviour,” she concludes.

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**Editors Notes:**

Fine & Country specialises in the sale and rental of prime residential properties. The company has offices in 300 locations around the world including in the UK, Cyprus, Ireland, Germany, Mauritius, The Channel Islands, France, Namibia, Portugal, Spain, South Africa, West Africa, Russia, Australia and Hungary. Fine & Country has won Best Estate Agency Marketing and Best International Estate Agency Marketing seven times in the past 10 years at the International Property Awards.